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AGENDA

City of Milton
Tourism Development Committee
Thursday, February 25, 2016
8:30 a.m.
MILTON CITY HALL
Conference Room
710 S. Janesville Street

- 1. Call to order
- 2. Approve Agenda
- 3. Approve Minutes January 28, 2016
- 4. Discussion and possible action on Spectrum Reach community television commercial
- 5. Discussion and possible action on including a Milton Community Calendar of Events with the March Utility Bills
- 6. Discussion and possible action on a theme for the 2016 4th of July Parade
- 7. General Items
- 8. Set Next Meeting Date March 24, 2016
- 9. Motion to Adjourn

**Please note that upon reasonable notice, at least 48 hours in advance, efforts will be made to accommodate the needs to disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's office at 868-6900, 710 S. Janesville Street, Milton, WI 53563.

Notice is hereby given that a majority of the Common Council may be present at this meeting at the above mentioned date and time to gather information about a subject over which they have decision-making responsibility. This constitutes a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the City Council will not take any formal action at this meeting.

Posted by: Elena Hilby 02/19/16

Tourism Development Committee Mission Statement: "The mission of the City of Milton Tourism Development Committee is to promote and improve the City's image as a great place to visit, to attract increased numbers of travelers, and to increase tourist spending in Milton."

City of Milton Tourism Development Committee January 28, 2016

Call to order

City Administrator Al Hulick called the January 28, 2016 meeting of the Tourism Development Committee to order at approximately 8:30 a.m.

Present: Ald. Lynda Clark, Tony Astin, Tami Dosch, Cori Olson, Gail Nordlof, and Beth Drew.

Also present: MACC Executive Director Dani Stivarius

Approve Agenda

Ald. Clark motioned to approve the agenda. T. Astin seconded, and the motion carried.

Approve Minutes - November 18, 2015

T. Astin motioned to approve the minutes. T. Dosch seconded, and the motion carried.

<u>Discussion and possible action on Spectrum Reach (formerly Charter Media) advertising</u> There was a brief update by Hulick regarding the status of the 2016 commercial.

Discussion and possible action on including the Tourism Brochure with the March Utility Bills

There was a lengthy discussion about the merits of including the existing Tourism Brochure in the March Utility Bills. Ultimately, the committee agreed it would not be worth the cost to include the existing brochure. Additionally, the existing brochure does not have specific dates for events in 2016, and the Committee felt that might be confusing.

Therefore, the Committee agreed that, if possible, a calendar of events should be included in the March Water Bill that would outline the specific dates for events in 2016.

Additionally, it was suggested that staff work with the Milton School District to provide the existing tourism brochures to students, as well as other local businesses.

Discussion and possible action on "Celebrate Milton"

No action nor discussion.

General Items

Dani Strivarius and Cori Olson provided an update regarding Wally Fest in June 2016.

Set Next Meeting Date

The next meeting of the Tourism Development Committee will take place on Thursday, February 25, 2016 at 8:30 a.m.

Motion to Adjourn
B. Drew motioned to adjourn the January 28, 2016 meeting of the Tourism Development Committee at approximately 9:20 a.m. Ald. Clark seconded, and the motion carried.

Respectfully Submitted,

Al Hulick City Administrator

Milton Community Calendar of Events

| April | 22 nd – 24 th | Annual Friends of the Library Book Sale At the Milton Public Library, 430 E. High Street. (608) 868-7462 |
|-----------|-------------------------------------|---|
| May | 21 st & 22 nd | Civil War Living History Days Reenactments, Milton Lions Club Pancake Breakfast, Milton Historical Society's Annual Plant & Bake Sale, and more. (608) 868-7772 |
| June | 4 th | Milton Citywide Rummage Sale Contact the Milton Courier for more information. (608) 868-2442 |
| | 9 th | The Gathering Place Concerts in the Park Hosted by The Gathering Place in North Goodrich Park. (608) 868-3500 |
| | 10 th & 11 th | Wally Fest At Schilberg Park. Contact the Milton Area Chamber of Commerce (MACC) for more information. (608) 868-6222 |
| July | 1 st – 4 th | 4 th of July Celebration At Schilberg Park. Live music, games, & fun. Milton Optimist 10K and Fun Run, fireworks, and parade. www.milton4th.com |
| | 14 th | The Gathering Place Concerts in the Park Hosted by The Gathering Place in North Goodrich Park.(608) 868-3500 |
| August | 11 th | The Gathering Place Concerts in the Park Hosted by The Gathering Place in North Goodrich Park. (608) 868-3500 |
| | 20 th | Milton Mud Run Hosted by Milton Family Recreation. (608) 290-7053 or (608) 289-5732 |
| | 21 st | MACC Chicken BBQ & Milton Fund Concert in the Park Hosted by the Milton Area Chamber of Commerce (MACC) in North Goodrich Park. (608) 868-6222 |
| | 21 st | Arts & Crafts on the Lawn Hosted by the Milton Historical Society at the Milton House Museum, 18 S. Janesville Street. (608) 868-7772 |
| September | 17 th | Milton College Homecoming Hosted by the Milton College Preservation Society at Main Hall, 513 College Street. (608) 868-2354 |
| | 17 th | Twilight Tours At the Milton House Museum, 18 S. Janesville Street. (608) 868-7772 |
| October | 9 th | Milton Fireman's Pancake Breakfast At the Milton Fire Station, 614 W. Madison Avenue. (608) 868-2842 |
| | 29 th | Milton Malt & Hops Beer & Wine Tasting Hosted by the Milton Area Chamber of Commerce at The Gathering Place, 715 Campus Street. (608) 868-6222 |
| December | 2 nd - 4 th | Merry Milton Holiday Weekend "A Christmas Carol" performed at the Milton House (Dec. 2nd - 4th) Breakfast with Santa (Dec. 3rd) Main Hall Nutcracker Exhibit (Dec. 3-4) Milton's 14th Annual Christmas House Walk (Dec. 4th) Hot Dogs with Santa (Dec. 4th). Contact the Milton Area Chamber of Commerce (MACC) at (608) 868-6222 |